


# **ACL Challenge Competition: Innovative Technology Solutions for Social Care Referrals**

**October 15, 2020**



# Agenda

- Opening Remarks
  - Challenge Updates
  - Open Referral Initiative
  - Registration and Application Platform
  - Key Reminders and Resources
  - Q&A
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# Opening Remarks

# Establish A Shared Technology Infrastructure

ACL is seeking interoperable technology solutions developed by multi-stakeholder teams that:

- More efficiently share data through **standardized, open community resource directories** to ensure better informed decision making
- Incorporate **closed-loop referral** protocols to track and support individuals when they obtain services from any organization or health care provider within the network.
- **Produce data on** the individual, organizational, and regional levels about referrals, the prevalence of **social determinants of health**, and service utilization and outcomes



# Challenge Updates

# Judging Criteria Updates

- Scalability and Feasibility of Implementation
  - Proposal has robust design and plan for open Application Programming Interface (API) standards for existing community resource directories.
    - Clear technical design of an open API standard for community resource directories using the [Human Services Data Specifications \(HSDS\)](#).
    - The proposed open API standards for community resource directories can be easily adopted and implemented by existing and new directory platforms.
    - States and CBOs can easily integrate with the proposed open API standards for community resource directories.
  - Inclusive of the Gravity Project identified terminology (LOINC, SNOMED-CT, and ICD-10) and technical standards (HL7 FHIR) to represent and exchange SDOH data.

# Judging Criteria Updates

- Product Functionality and Usability
  - Proposal has broad applicability (i.e., across conditions, populations, health IT environments/technologies/platforms)
  - Inclusive of planning assessments
  - Look up and retrieval of community resources through a standardized community resource directory
  - Closed-loop referral management
  - Analytics and dashboards visuals to track service delivery, and outcomes.



# New Phase 1 Submission Guidelines



# Project Narrative

- Provide an overview of the design and concept of the proposed solution and how it addresses the problem(s) described in this Challenge.
- Describe how the proposed solution brings value to the team of stakeholders. (See description of judging criteria #1.)
- Describe the existing and/or new methods of technologies that were used, combined, or built upon to design the proposed solution, including how the proposed functionalities meet the criteria listed in judging criteria #3 and #4.

# Project Narrative (cont.)

- Describe the potential and likelihood for a successful demonstration and implementation if the proposed solution is selected for proceeding phases of the Challenge.
  - Include how the success of the proposed solution will address the business and technical risks described in judging criteria #5 and how the team defines and measures a successful solution.
- Provide a timeline for getting to a complete solution, citing milestones and goals. Consider including key points towards a successful solution, such as partnerships, technical tasks, and roll out.

# Team Member Roles

- For each individual, include a description of their role and contribution to the team's solution.
- Team members can include health IT developers, health care providers, health plans, state and community-based organizations that lead the aging and disability networks, including Medicaid agencies, and others with relevant technical expertise in data standards, architecture, and/or data analysis

# Appendixes

- Use Case(s) that describe an example of how the proposed solution will enable referral solutions that will be implemented at the community and/or state level.
- Technical approach and/or specifications, for the following:
  - Establishing open community resource directories using the Human Services Data Specifications (HSDS).
  - Approach for incorporating and standardizing SDOH data content using the Gravity Project's identified terminology.



# Open Referral Initiative



**New Solutions for the Resource Referral Problem**

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# Community Resource Directory Data:

**WHICH** agencies?

**WHAT** services?

**WHERE** are they located?

**WHEN & HOW** are they accessed?

# The Human Service Data Specifications:

<http://docs.openreferral.org>

1. **Vocabulary + logic model**
2. **Format: CSVs + JSON datapackage**
3. **API Protocols (HSDA)**



# THE HUMAN SERVICES DATA SPECIFICATION: BRIDGING OLD AND NEW



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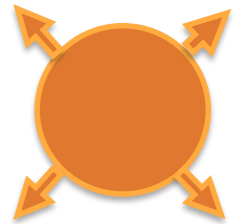
# The Big Question:

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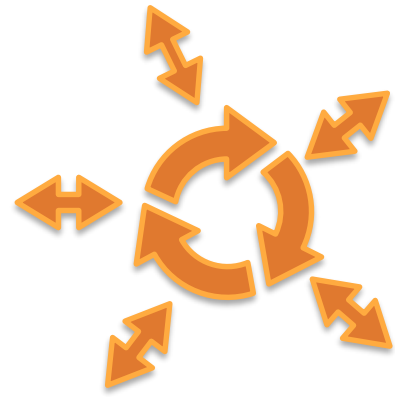
If resource data is **public information**,  
and should be **openly accessible**,  
how can we **sustain its maintenance?**

# THREE HYPOTHESIS: CENTRALIZED, FEDERATED, MANDATED REGISTRY

#1: Centralized Open Platform



#2: Data Collaborative (a network)



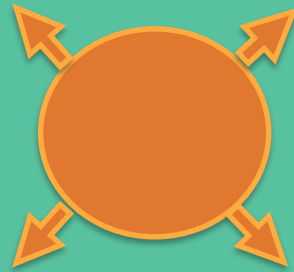
#3: Service Registry (funder-mandated)



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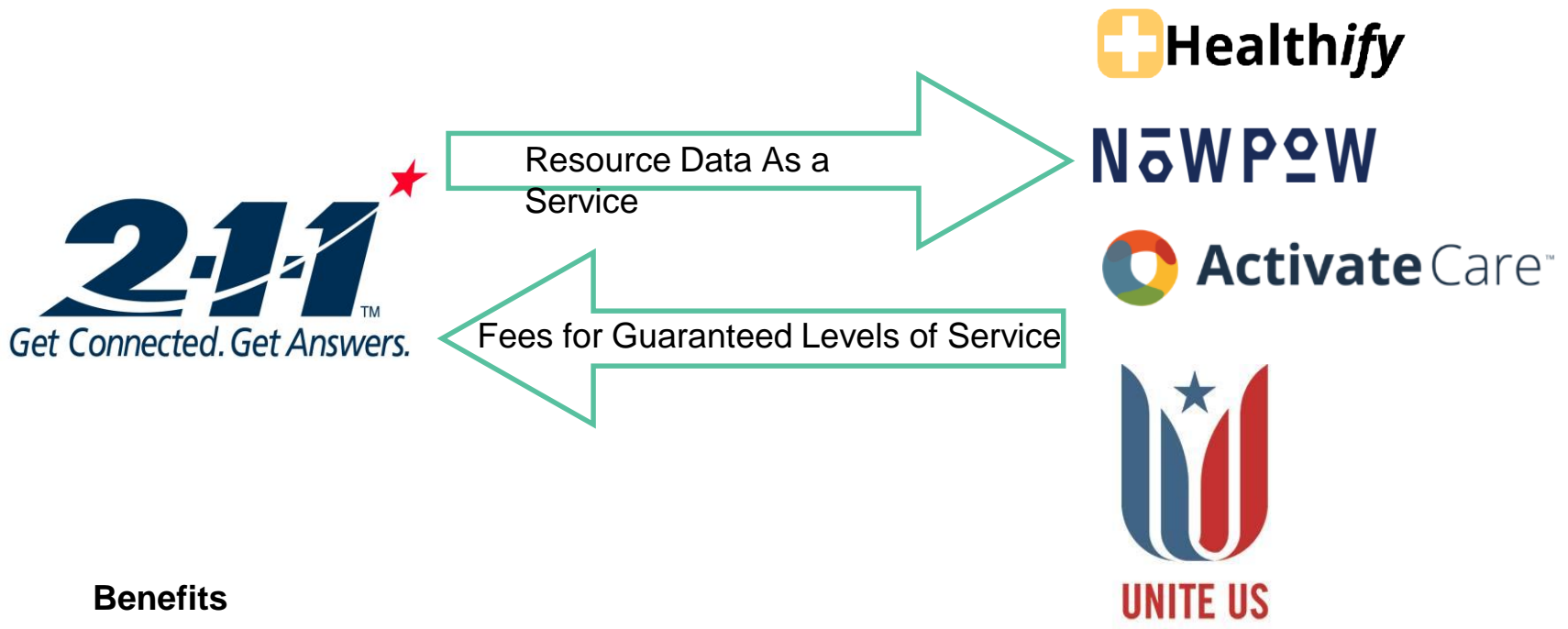
# Model #1: The Data Utility

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A referral provider can **sustainably publish open data** as a public good  
by **generating revenue for premium services.**

# Example: the Data Utility



### Benefits

- One single source of truth for a community.
- One organization is responsible.
- Monitor usage to produce valuable data analytics (in future iterations!)

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# Model #2: The Data Collaborative

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**A network of referral providers can cooperatively maintain and share data, decreasing costs and increasing quality.**

## The Service Net Pilot

*Objective:* Test deployment of Service Net Prototype

*Duration:* 6 month pilot from March to September 2019; extended

*Participation:* ~ Six local area providers of community resource data

*Goals of the Pilot:*

- Test the prototype platform and collect feedback on usability
- Gather real-life data on data maintenance of pilot partners leveraging the prototype platform to better understand how data is being shared or leveraged by each pilot partner
- Perform post-pilot analysis to assess platform value/impact, and begin to think through necessary incentivization and governance models required to allow for platform sustainability

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# Model #3: The Register

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A **funder** can ensure reliable open resource data by **requiring grantees and contractors** to update their own information in a registry.



# Example: NYC Mayor's Office of Opportunity, HHS Accelerator, and open data on every contractor

## NYC Opportunity

Mayor's Office of New York City is publishing data on all municipally contracted service providers in the standardized Open Referral format on its open data portal.

### Benefits:

- Canonical public resource directory record
- Gov collects limited data (which is out of date)... and they might pay for enrichment / updating.
- Gov might pay for traffic / analytics data that are interoperable with its own records.

The screenshot shows the NYC Opportunity website interface. At the top, it says 'The Mayor's Office for Economic Opportunity' and 'NYC Opportunity'. The navigation menu includes 'About', 'Poverty in NYC', 'What We Do', 'Portfolio', 'Reports', and 'News'. Below the navigation are buttons for 'Programs', 'Products', and 'Special Initiatives'. The main content area is titled 'Social Service Site Location Data' and features a map of New York City with colored dots representing service sites. A legend on the left identifies agencies: DO-IMH (blue), EYF (red), ACS (green), HRA (purple), and EYFA (orange). Below the map, there are filters for 'Poverty Rate' (a bar chart) and 'Agency' (a list of agencies with counts). A 'Program' filter is also visible. At the bottom, there is a text box titled 'THE SOCIAL SERVICE LOCATION DATA PROJECT' which states: 'As part of the City's transparency efforts, the Social Service Site Location Data project is publicly releasing datasets and maps of verified locations for contracted social service delivery sites managed by a number of City agencies.'





# Phase 1 Submission

# Challenge Platform

- Register and submit information about your team and solution.
  - [socialcare.innovationchallenge.com](https://socialcare.innovationchallenge.com)
  - Application entry form and resources
- Team collaboration page:
  - [socialcare.innovationchallenge.com/teams](https://socialcare.innovationchallenge.com/teams)
  - Collaborate with fellow solvers!

# Key Reminders

- **Applications due Monday, December 14, 2020**
  - Register and submit application via [socialcare.innovationchallenge.com](https://socialcare.innovationchallenge.com)
- Up to six winners will be announced in January 2021 with awards of \$30,000 each
- View resources, FAQs, and past webinar recordings at [acl.gov/socialcarereferrals](https://acl.gov/socialcarereferrals)
- Contact us at: [SocialCareChallenge@acl.hhs.gov](mailto:SocialCareChallenge@acl.hhs.gov)



# Questions?

Contact:

[SocialCareChallenge@acl.hhs.gov](mailto:SocialCareChallenge@acl.hhs.gov)